ALCOHOL ENERGY DRINKS

Learning Objective

Provide educational awareness about alcoholic energy drinks

AR 600-85

Chapter 3-1a.

The consumption of alcohol is a personal decision made by individuals. Individuals who choose not to consume alcoholic beverages shall be supported in their decisions. Individuals who choose to consume alcoholic beverages must do so lawfully and responsibly. Responsible use is the application of self-imposed limitations of time, place and quantity when consuming alcoholic beverages

AR 600-85
Contd.

Chapter 3-1b.

Responsible drinking is defined as drinking in a way that does not adversely affect an individual’s ability to fulfill their obligations and does not negatively impact the individual’s job performance, health, or well-being, or the good order and discipline in a unit or organization

What is an alcohol energy drink?

• Typically malt liquor, vodka or another alcoholic beverage combined with caffeine or other stimulants

• Other legal stimulants included in the mixture:

caffeine, ephedrine, taurine, ginseng, and guarana

Types of alcohol energy drinks

- Joose
- Sparks
- Four Loko
- Rock Star 21
- Tilt
- Liquid Charge
- Liquid Core
- Bud Extra
- Tourque
- Catalyst
- 24/7

Flavor is similar to standard energy drinks such as Red Bull, Monster Energy, and Rockstar, with a tart, sugary taste

JOOSE Website

http://www.drinkjoose.com/new.html

Alcohol Content by Volume

Joose 9.0-9.9% ABV 24oz

Jungle Joose 9.9% ABV

Sparks 6.0-7.0% ABV 16oz

Tilt 6.6, 8.00% ABV

Four 10.0% ABV 23oz

Average Beer 4-6% ABV

Side effects include:

- increased blood pressure
- panic attacks
- increased anxiety
- insomnia
- increased gastric acid
- bowel irritability
- cardiovascular failure

Individual Side Effects

Stimulant/Caffeine

- increased respiratory rate
- increased heart rate
- wakefulness/alertness
- reduction of fatigue/drowsiness

Depressant/Alcohol

- Slower brain function
- decreased heart rate and blood pressure
- dilated blood vessels
- impaired coordination, motor skills, and judgment
- impaired memory and possible blackouts

Caffeine and alcohol are both diuretics causing severe dehydration

What are the risks?

Stimulating effects of the energy drink

masks the depressant effects of alcohol

- Drinker may not realize they are intoxicated
- Unaware motor skills and judgment are impaired
- Drinker likely to drive while intoxicated
- Unknowingly to ride with an intoxicated driver
- Likely to lead to risk taking and injuries

Controversy

- Similar in appearance to other energy drinks containing no alcohol
- Youth may be at risk when retailers cannot differentiate
- Labels fail to warn of the potential risk of mixing stimulants and alcohol
- Person seeking energy drink could mistake brands for alcoholic brand

Controversy contd.

Can you guess ?

Nonalcoholic VS Alcoholic

Why does it appeal to under aged drinkers and young adults?

- Cheap
- Party all night
- Move from party to after-party
- Get your second wind
- Can be purchased at convenience stores
- High caffeine levels and sweeteners allows for drinking longer
- Under aged drinkers can pass the beverage off for energy drink

Summary

- Fatigue is the body's way of saying you had enough to drink
- High doses of caffeine mask your body's natural way of signaling you to stop

What happens when you mix the depressant in alcohol and the stimulant in energy drinks?

You get a

“WIDE AWAKE DRUNK PERSON!”

You may have a drinking problem if you

- Can never stick to “just one” drink
- Feel guilty or ashamed about your drinking
- Lie to others or hide your drinking habits
- Have friends or family members who are worried about your drinking
- Need to drink in order to relax or feel better
- Ever “black out” or forget what you did while you were drinking
- Regularly drink more than you intended to

Additional Information

Additional information on **Alcohol Energy Drinks** can be found by contacting your local Army Substance Abuse Program or by visiting www.acsap.army.mil

WARRIOR

Personal Courage: Possess the Personal Courage not to use drugs or abuse alcohol and to notify the Chain of Command of Soldiers that do.

Respect: Show your Respect to the Army, your unit, fellow Soldiers, and yourself by staying drug free and drinking responsibly.

Integrity: Stay true to the Army Values and Warrior Ethos by supporting the Army's drug and alcohol policies.

Duty: Do your duty as a Soldier and stay mentally and physically tough by not using drugs or abusing alcohol.

Excellence: Exhibit honorable behavior on and off duty - don't be a substance abuser!